

### Claims

1. A lottery type selling method, the method comprising the steps of:  
establishing a virtual shopping mall on a server;  
5 registering a sales product at the virtual shopping mall;  
selling a lottery corresponding to the product through a consumer's terminal  
connected to the server through a communication network;  
confirming whether or not a total sales amount of the lottery corresponding  
to the products arrives at a target amount at the server;  
10 if it is confirmed that the total sales amount arrives at the target amount,  
stopping the sale of the lottery and publicly announcing a lottery date;  
carrying out the lottery for the corresponding product and publicly  
announcing a winner; and  
delivering the product to the winner.

2. The method of claim 1, further comprising a step of deciding the  
product to be registered at the virtual shopping mall using an on-line vote through  
consumers' terminals connected to the server.

3. The method of 1, further comprising the steps of:

recruiting a member of the virtual shopping mall;  
establishing a database for each of the members; and  
providing a service including a discounting service of the lottery price and a  
supply service of a compensatory lottery right depending on data of the member.

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4. The method of claim 1, further comprising a step of renting the  
virtual shopping mall established on the server to a product manufacturer or other  
sales agent.

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5. The method of claim 1, wherein the step of selling the lottery  
comprises a step of allowing the consumer to select a number of lottery chances.

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6. A lottery type selling apparatus comprising:  
a product database including product information of a virtual shopping mall;  
a lottery database including lottery information of each of products;  
a storage unit for storing a consumer database including information related  
to a lottery purchaser; and

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a server including a means for establishing and managing the virtual  
shopping mall, selling the lottery according to a purchase request transmitted from a  
consumer's terminal, and a means for confirming a sales amount of the lottery

corresponding to the product, when the sales amount of the lottery arrives at a target amount, stopping sales of the lottery, and publicly announcing a lottery date,

wherein the consumer's terminal includes a means for transmitting information including the purchase request, and a means for receiving information from the server and displaying the information.

7. The apparatus of claim 6, wherein the storage unit further comprises a means for storing a vote result of the consumers transmitted from the consumers' terminals, and the server further comprises a means for receiving vote information on the sales products from the consumer's terminal and processing the received vote information to decide a sales product.

8. The apparatus of claim 6, wherein the storage unit further comprises a means for storing a membership database including membership information of the virtual shopping mall, and the server further comprises a means for recording the membership information transmitted from the consumer's terminal at the membership database, and deciding whether to discount a lottery sales price or to supply a bonus lottery chance depending on the membership database information.

9. The apparatus of claim 6, wherein the storage unit further comprises a means for storing lessee database information including lessee information of the virtual shopping mall, and the server further comprises a means for registering the lessee of the virtual shopping mall and allowing the lessee to register the product at
- 5 the virtual shopping mall.

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